



Visual Management Guide

United States
Department of
Agriculture

Foreign
Agricultural
Service

AgExport
Services
Division

Trade
Show
Office

June 2000

The FAS Trade Show Symbol

Its Purpose and Use



USA



USA



USA



USA



Foreign Agricultural Service

Trade Show Identity

The demand for American food products around the world increases the need to identify American products under a representative and recognizable banner. The FAS AgExport Services Division Trade Show Office has developed this symbol to serve that need.

Attendees at U.S. Pavilion trade shows will make a judgment about the identity, and consequently the value of various national and product brands they see. These judgments come from responses to products, services, personal contacts, and perceived mission, and will be made whether or not FAS attempts to form one. A goal of an identity is to enhance a positive perception. To do this, an organization must make an ef-

fort to present itself in a consistent and clear manner with understandable communication materials backed by the delivery of quality products.

The Foreign Agricultural Service has a longstanding reputation for quality personnel, products, and services, and for assisting the marketing of American agricultural products. Several identities exist. The new trade show symbol has been established to create an image that supports the Trade Show Office's broad mandate. Consistent presentation of the symbol will reduce promotion costs and reinforce American trade show efforts.

Meaning

The trade show symbol has four elements. They are the initials for the United States of America, a graphic representing American agricultural production, and a group of icons including eating utensils and various foods.

Uses

The new FAS trade show symbol shall be used with all information materials in all media generated by the agency and designated partners for the marketing and promotion of American food and fiber products. This includes print material (stationery, publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, events, conventions, sign systems), and electronic material (videos, Internet websites, interactive exhibits).

Basic Symbol



Typical Signatures



Trade
Show
Office



USA



USA



USA



Relationship to the Department of Agriculture, the Foreign Agricultural Service, and Other Programs

The FAS trade show symbol is a representation for one of the Department of Agriculture's many programs. When presented with the USDA symbol, and with the symbol for FAS or other agencies, it shall generally appear as a subset (one of the programs) of the Department. It should never be presented to stand for FAS alone. When used with the symbols for programs of other Federal departments, or agencies of USDA, it should be displayed in an equal manner or as may be agreed upon with others.

With Private Sector Partners

With private sector partners the FAS trade show symbol may be displayed as appropriate to support the promotion of U.S. food products in other countries. The symbol shall *not* be displayed in a manner that constitutes, or could appear to constitute, the warranty of one private sector organization, product, or service over another.

The Symbol, Signatures, and Manner of Display

Basic Symbol. The basic symbol is the various graphic elements displayed above the initials for the United States of America.

Signatures. The symbol is used in different configurations for various products and media, and at times with the

name of the Department, the agency, and the trade show office. These configurations become the symbol's *signatures*. The proportion and relationship of the USA initials and the graphic elements is fixed by design. Do not attempt to re-create them in any manner. Camera-ready art and electronic files are provided. The typeface for signatures is Helvetica.

Promotion and Marketing. There are various manners of display when the symbol is used for information products unique to FAS trade show promotions. For these kinds of uses, elements of the symbol may be re-ordered for placement on banners, signs, information kits, and the like.



Trade
Show
Office

Foreign
Agricultural
Service

USA

United States
Department of
Agriculture



USA

Trade Show Office
Foreign Agricultural Service
U.S. Department of Agriculture



USA

Trade
Show
Office

Foreign
Agricultural
Service



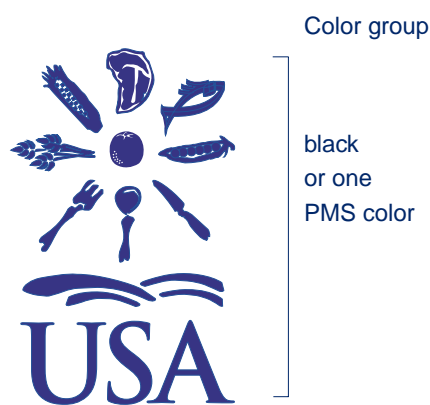
Color

Generally, the FAS trade show symbol shall be shown in one color, usually black, or in one of the Pantone Matching System (PMS) colors. The preferred single color other than black is dark

blue (PMS 288). When the communication environment demands, and budgets permit, the symbol may be shown in various two-color formats of PMS, and in full color as specified in the four-color reproduction process (CMYK,

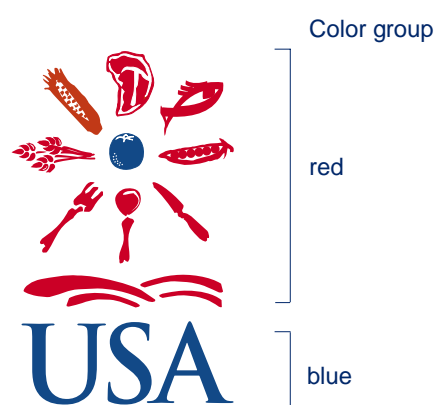
where C=cyan, M=magenta, Y=yellow, K=black). For these specifications, the symbol is organized into color groups as shown. See accompanying electronic files for various color combinations and complementary backgrounds.

One color



One-Color (PMS) Formulation:
All elements are the same. The color is either black or one PMS color.

Two colors



Two-Color (PMS) Formulation:
The food icons and the agricultural graphic are the first color. The USA initials and the center fruit icon are the second color. Colors for the formulation shown are red (PMS 1805) and blue (PMS 288)

NOTE: On two-color versions, the center fruit icon and USA are always the same color.

Full color



Full-Color (CMYK) Formulation:
Yellow inside: C=0, M=10, Y=100, K=0
Yellow outline: C=0, M=50, Y=100, K=0
Orange inside: C=0, M=50, Y=100, K=0
Orange outline: C=0, M=80, Y=100, K=0
Red inside: C=15, M=100, Y=100, K=0
Red outline: C=50, M=100, Y=0, K=0
Green: C=100, M=20, Y=100, K=0 (no outline)
Blue: C=100, M=90, Y=10, K=0 (no outline)

Festival de
Alimentos y
Bebidas USA

Foreign
Agricultural
Service



United States
Department of
Agriculture

Symbol Reversed

When the symbol is presented on a dark background, convert the symbol to one complementary color or to white, so that it will reverse (drop out) of the background.





USA



USA



USA



EXHIBIT BORDERS

Typical Applications

These examples represent typical ways in which the FAS trade show symbol may be applied to various products

across different media. Print information products for national public distribution, and some collateral materials, must ad-

here to the Department's Visual Management System. All other products are under the direction of FAS.

Banners and Borders

Trade show environment



Banners



NOTE: EXAMPLES ARE NOT SIZE PROPORTIONAL. For electronic files of the symbol and these specifica-



USA



USA



USA



Promotion and Marketing Materials



Stationery



Newsletter



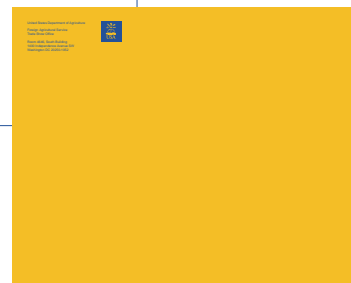
Trade show information kit



Trade show guide



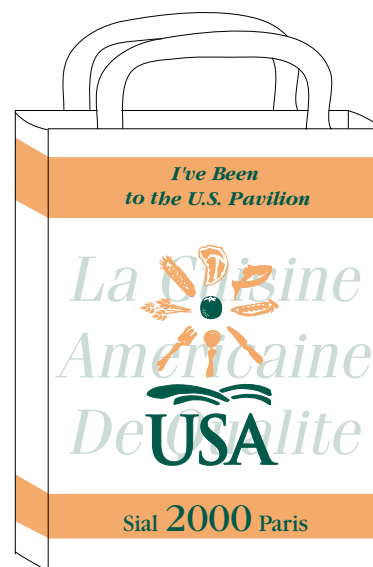
Business envelope



Large mailer



Business card



Show bag



Apron



Cap



Ad



Mouse pad



Mug



Stickies



Signs



NOTE: EXAMPLES ARE NOT SIZE PROPORTIONAL. For electronic files of the symbol and these specifications go to www.usda.gov/agency/oc/design/